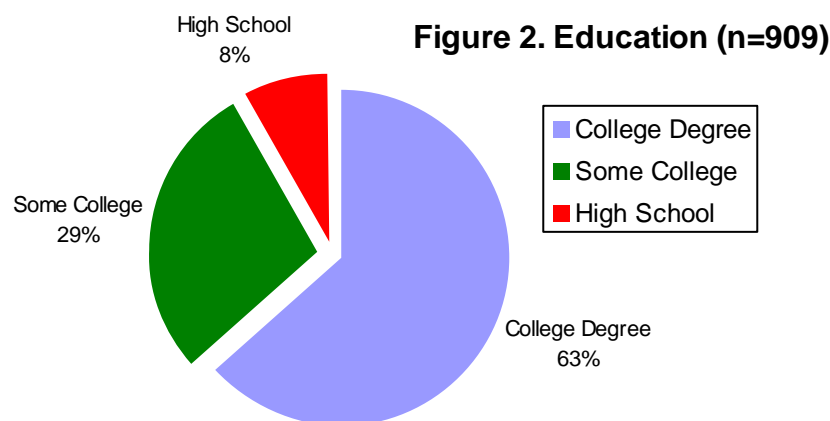


travel party, the number of minors visiting with each travel party, and concludes with the overall description of visitor itinerary.

Respondent Profile

A profile of the respondents revealed that on average, respondents were highly educated, middle aged baby boomers with a higher than average household income level. Of those reporting, 64% were female and 36% were male.

The great majority of respondents reported having completed a college degree (63%). In addition, 29% reported some college while only 8% reported completing a high school



education. These figures compare with a less educated general NC tourist population reported by Fast Facts TNS Travels America 2007 who report that 38% completed college and 22% had some college. Education levels of respondents to the winery study are summarized graphically in Figure 2. The age range of respondents was 20 yrs. to 92 yrs. The average age of respondents is 47.4 years. Therefore, we could describe the average wine visitor as an educated, young baby-boomer.